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No Image Available.

Abstract

This invention discloses an entertainment system for providing entertainment to a *user* thereof, the system including an entertainment source for providing entertainment in a distributable form, entertainment distribution apparatus for distributing the entertainment and a plurality of entertainment delivery units, each entertainment delivery unit including receiving apparatus for receiving the entertainment from the entertainment source via the entertainment distribution apparatus, wherein at least one of the plurality of entertainment delivery units includes personalization apparatus adapted to receive a removable personalization element including personalization information, and the at least one of the plurality of entertainment units personalizes the entertainment based on the personalization information, and the personalization information includes at least one of the following: entertainment *preference* information; gaming information; and telecommunications information.



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